



## Come September, Bridal Trendsetters 2021 to thrill Bengaluru after stunning show in Jaipur

The Bridal Trendsetters 2021, presented by Malabar Gold and Diamonds and Fura Gems, and organized by The Retail Jewellers, has set a precedent of bridal fashion at its maiden show in Jaipur on August 18. Bringing together a select group of manufacturers specializing in contemporary bridal gemstone jewellery, the platform underscored the growing importance of the bridal segment.

**(RJ Exclusive)**

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## De Beers Forevermark Forum 2021: Ushering positivity, ‘making life brilliant’ with social purpose

**MUMBAI**

De Beers Forevermark began its three-day annual forum in Mumbai from August 24. Addressing retailers and manufacturers assembling in person for the first time since 2020, Sachin Jain, MD, De Beers Forevermark India walked the audience through crucial, long-term goals for Indian natural diamond industry.

**(RJ Exclusive)**

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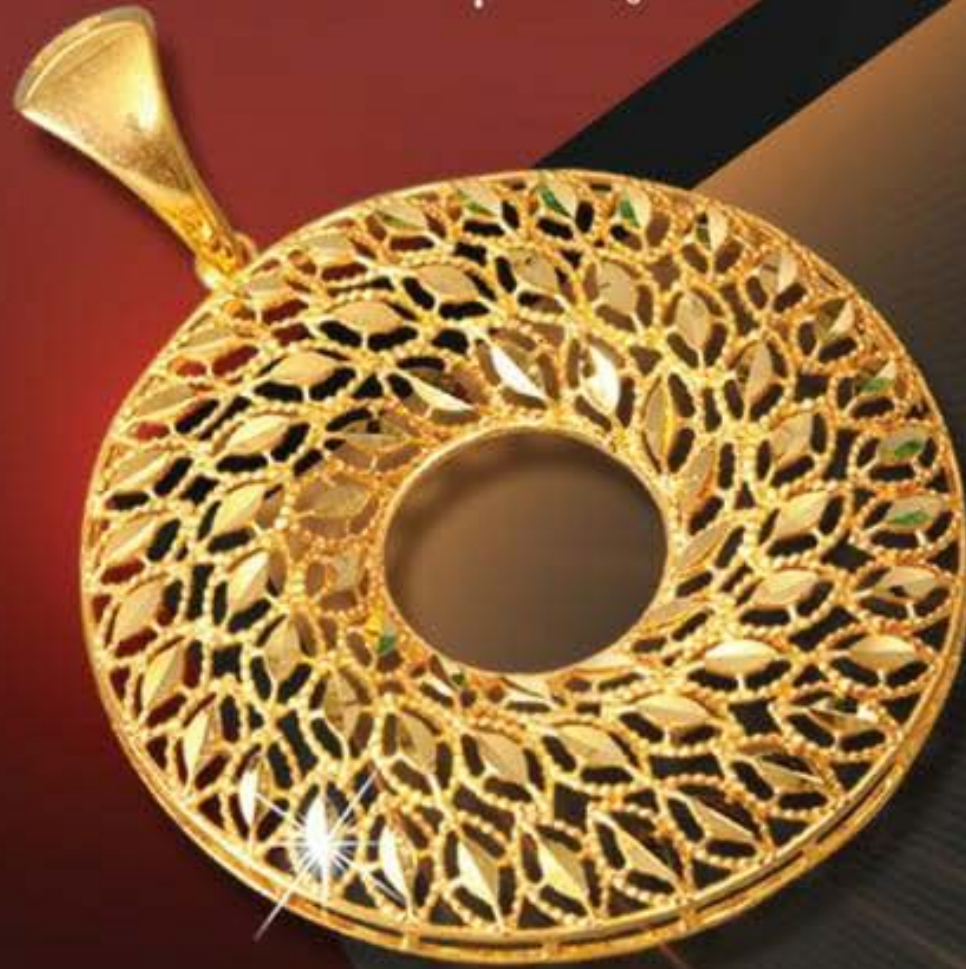
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**15<sup>th</sup> - 19<sup>th</sup> September**  
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## **We are not worried about losing the plank of purity: Ajoy Chawla**

In the early 2000's, Tanishq made known that gold purity standard in India is questionable. It equated purity with trust, winning over millions of customers. Will mandatory hallmarking erode that lead? Not so, Ajoy Chawla, CEO, Jewellery Division, Titan Company Limited, tells Soma Bhatta – trust is an edifice of many levels and purity is only the first one.

***(RJ Exclusive)***

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## Sawansukha Jewellers tastes success with first-ever virtual experience store in India

**KOLKATA**

In order to give a physical store like feel to the customers amidst Covid, Sawansukha Jewellers came up with a virtual store. Designed in Rajasthani décor with beige, cream, gold and the Sawansukha signature Red, the customers need to click on the link and press a play button to land on the doorstep of the regal Sawansukha virtual showroom.

***(RJ Exclusive)***

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PRAKSHI  
Fine Jewellery

Revisit Vermeer's Muse

GIRL WITH A  
~~PEARL EARRING~~  
*diamond earcuff*

## Prakshi Fine Jewellery pays tribute to Johannes Vermeer, visualizes working women in diamond jewellery

Fine Jewellery has taken a significant stride to redefine tradition with their latest collection of earcuffs branded 'Girl with a Diamond Earcuff'. The collection is heavily inspired from Golden age artist Johannes Vermeer's exceptional artwork named Girl with a Pear Earring. The diamond studded earcuffs as part of the collection are a trendy reprise of Indian traditional 'kanphool' earpieces.

**(RJ Exclusive)**

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THIS RAKSHA BANDHAN, CELEBRATE THE BOND  
OF BEAUTIFUL RELATION WITH OUR

“TOOTY-FROOTY”



## Narayan Jewellers steals hearts with eye-popping studded gold rakhis

**VADODARA**

Celebrating the beautiful bond between a brother and a sister, Narayan Jewellers came up with a special Rakhi Collection called Tooty Frooty. It includes delicate unisex gold bracelets embellished with precious and semi-precious colourful stones of different shapes and sizes, small studs and beautiful pendants.

***(RJ Exclusive)***

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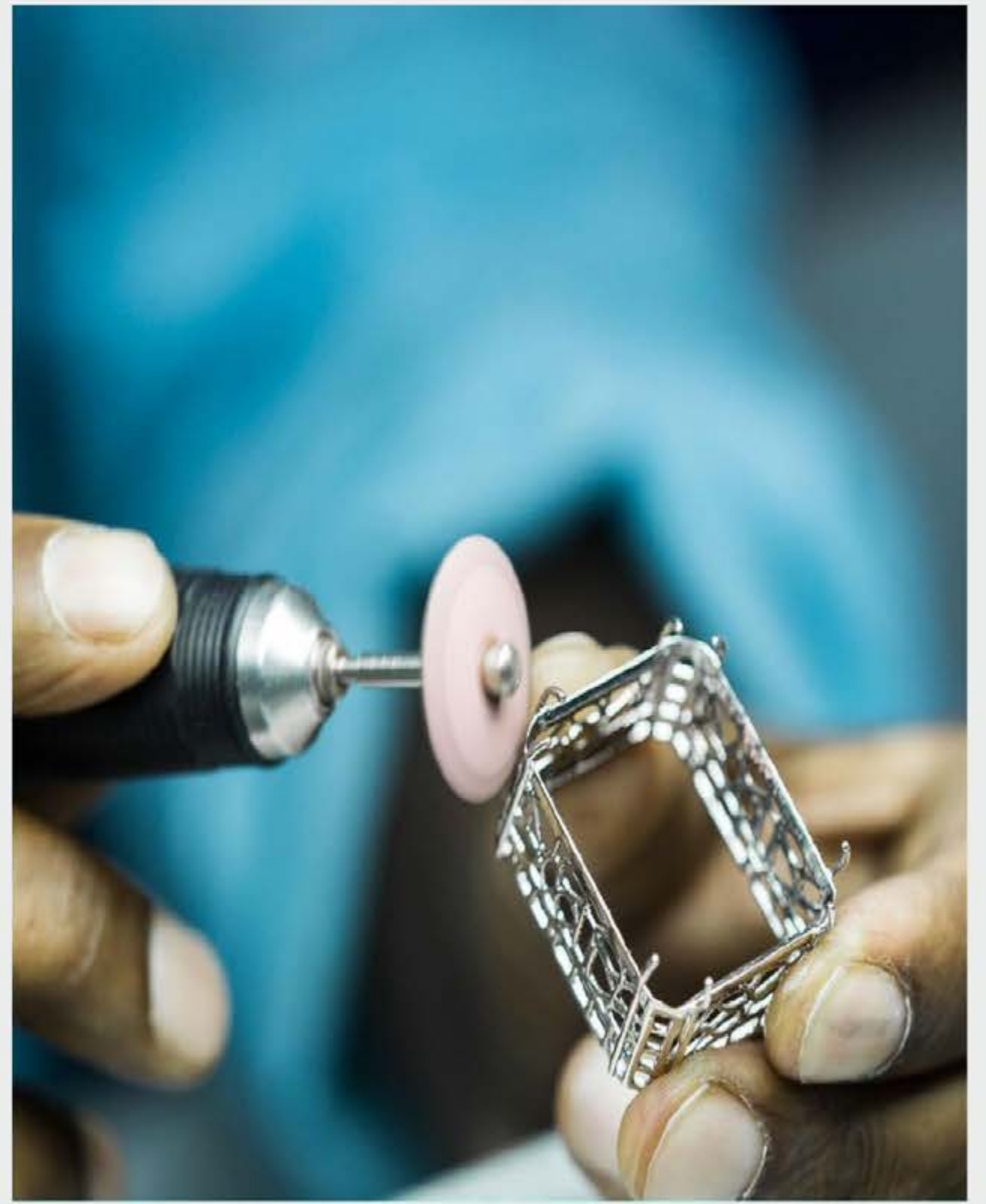
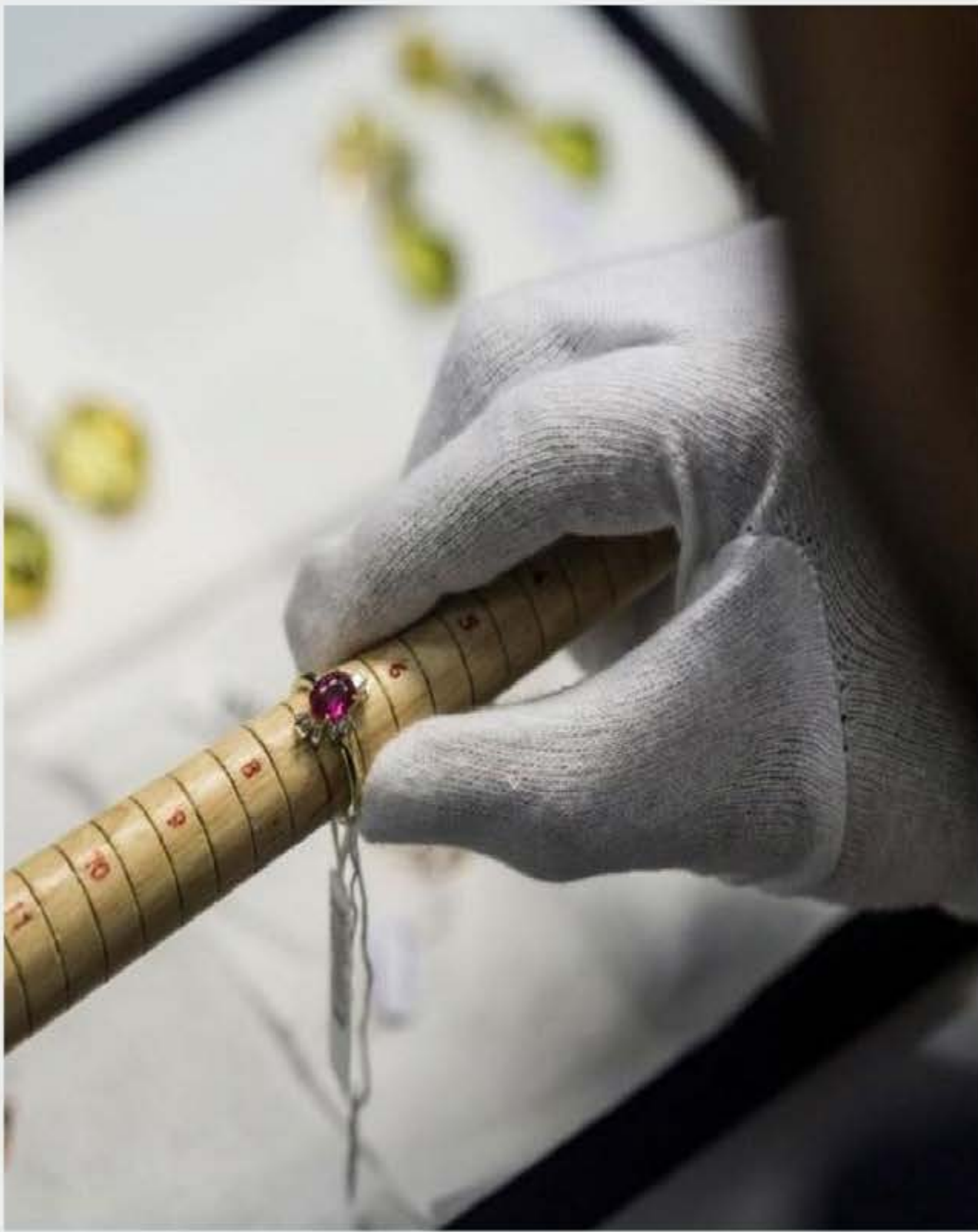
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## Kohinoor Jewellers absorbs migrant artisans as part of Made in India campaign

**AGRA**

During the first and second waves, several manufacturing centers in Mumbai and Surat had to shut shop fearing uncontained infection rates. This directly affected livelihoods of artisans who started migrating to their hometowns in Uttar Pradesh. Kohinoor Jewellers absorbed them in various capacities and are training them to operate state-of-the-art manufacturing machinery.

***(RJ Exclusive)***

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## **CaratLane launch #GiftACaratLane campaign to encourage consumers to not be ‘the worst gifter’ this festive season**

CaratLane launched an all-new integrated campaign to create awareness about its wide range of affordable jewellery amongst its consumers. The affordable jewellery segment is booming in India and over 50% of CaratLane’s online orders are for gifting. This insight formed the core brief of the campaign, along with creating awareness around the merits of purchasing from CaratLane.

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## NDC thanks diamond consumers in the latest campaign 'Thank You, By the Way'

The omnichannel campaign features a variety of engaging sustainability facts about the natural diamond industry, highlighting both the socioeconomic and community benefits. . The campaign's target is consumers who now more than ever before want to know where their products come from, and the impact their purchases have on producing countries and local communities.

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## **IIJS Premiere 2021 to help achieve gem & jewellery export target of \$42 bn in FY 2022**

GJEPC in association with World Gold Council organised the IIJS Premiere 2021 roadshow in New Delhi. During the occasion, Colin Shah, Chairman, GJEPC said that July 2021 recorded a growth of 27% to Rs. 24881.52 crore compared to FY 2019 and with IIJS Premiere 2021 in September it will further boost the industry sentiment.

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## **SGL launches triple shield – The one-stop-solution for Diamond Certification, Hallmarking & QC**

To serve the trade during challenging times by managing an efficient supply chain, SGL has launched a new program called 'Triple Shield'. A one-stop solution for diamond certification, gold hallmarking, and metal QC. The service offers SGL's international standard diamond jewellery certification clubbed with BIS standard hallmarking and stringent metal quality control.

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# Govt says no impact of jewellers' strike against gold hallmarking rules

NEW DELHI

The Centre said that there was “no impact” of a nationwide strike called by a “very small section of jewellers” against gold hallmarking rules. However, 350 associations and federations including GJC which supported the strike said they received a “strong response” as most shops barring big corporates remained shut for the day.

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## Union minister Piyush Goyal announces Rs 200 crore for internal expansion of Seepz in Mumbai

### MUMBAI

The Centre will spend Rs 200 crore on the refurbishment and rebuilding of Seepz, in Andheri (east). Another Rs 50 crore will be used to create a common services centre. Union minister Piyush Goyal, speaking at a meeting with export promotion councils, commodity boards and export development authorities, said space would be created in Seepz for more units.

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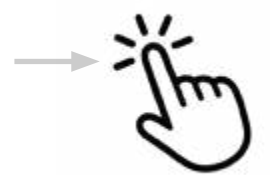




## India's International Bullion Exchange to be launched in October

India's International Bullion Exchange began its pilot run at a soft launch. The Exchange is scheduled to formally go live with an official launch on 1st October. The International Bullion Exchange shall be the gateway for bullion imports into India, wherein all the bullion imports for consumption shall be channelised through the Exchange.

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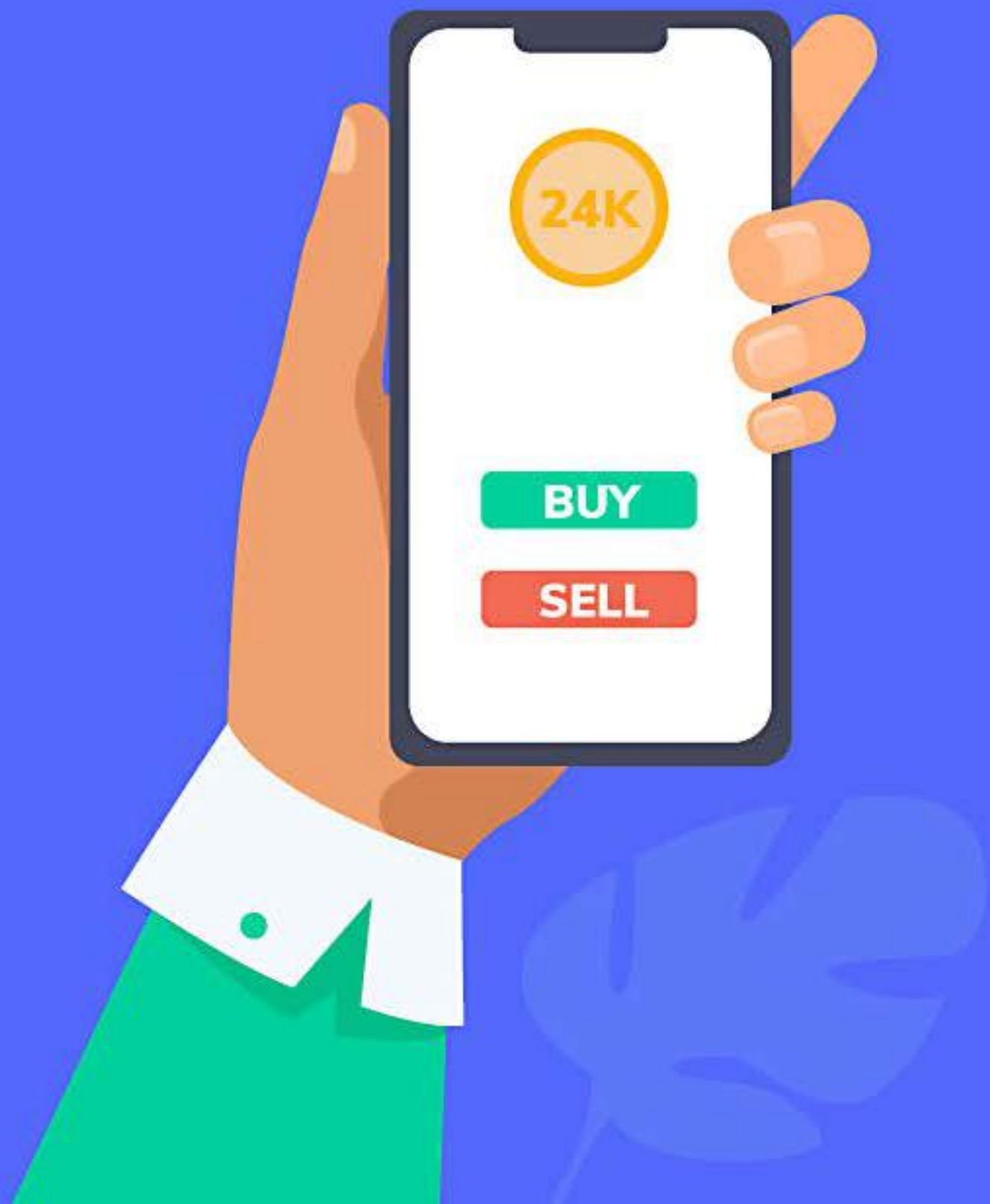






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## Digital gold sales a breach of Securities Contracts (Regulation) Rules: SEBI

National Stock Exchange in its circular has ordered all members that include stockbrokers and wealth managers to stall the sale of digital gold on their platforms by September 10. The announcement came shortly after market regulator SEBI had called digital gold sales a breach of Securities Contracts (Regulation) Rules (SCCR), 1957.

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## **Jewellery among top categories fuelling consumer demand this festive season**

The festive season kickstarts with Onam and Raksha Bandhan and advertisers have already launched multiple promotional campaigns. Brands like Kalyan Jewellers, Tanishq have launched festive campaigns to tap on the positive consumer sentiment. Experts predict that the season is likely to boost demand leading to a collective jump of about 50-60 per cent in festive ad spends this year.

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## SESSIONS 2021

1. **AGILE LEADERSHIP:** Strategic shift in business for managing risks, survival and success in uncertain markets and future of jewellery business
2. **2021-2030 A DECADE OF HOME:** How will Jewellery consumption trends transform in the future?
3. **MANDATORY HALLMARKING:** How will a uniform quality standards and HUID transform business opportunities for jewellers?
4. **FROM FOOTFALLS TO FINGERFALLS:** How will customer expectations and convenience rule retail in the coming decade?
5. **DRIVING EXPERIENCE DRIVEN ONLINE RETAIL:** Building new solutions for recreating the magic of interactive retail selling
6. **SUPERCARGING EMPLOYEES FOR CHANGE MANAGEMENT:** How to foster a 'High Skill and High Will' and 'No boundary learning' approach?
7. **DECODING THE GREAT INDIAN BRIDAL MARKET:** Understanding the changing nuances of bridal market in the post covid era

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# BRIDAL TRENDSSETTERS

—:— india edit —:—

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